

# ARRBEY



Value for Many

# TOWARD \_\_\_\_\_

## Global Competitiveness



**B**uilding and enhancing the competitiveness edge is become a continuous challenge for companies and organizations, as well as government institutions. Nowadays it is not enough for us to rely on just comparative advantage.

We need to constantly improve and increase the level of competitive advantage from time to time. It is essential for any company and organization establishments to have a comprehensive solid vision and goal to better formulate its strategy to outshine its competitors in the intense competitive market.

Believing in our tagline "Value for Many", Arrbey as a Strategy and Marketing Consulting Firm is ready to help and assist clients to develop their own personal and customized strategy to provide an exceptional value for their customers.

To ensure the best service is given for each of its clients, Arrbey applied its unique and original strategy framework "The 5 Arrows of Strategic Development" which consists of 5 continuous paths, each stands for: Understanding, Formulating, Going Forward, Accelerating and Optimizing. With this creative principle, a competitive edge strategy will not stop being just a strategy, but would be encouraged to be carried out all the way, pushed to step up to finally be its efficient and effective best.

And it does not stop there. Arrbey would assure its clients not only to have the best formula for their current condition, but a guarantee that the strategy can and will be done to produce an overall improvement in their quality of work, hence, increasing their competitive edge.

With that level of commitment, we are more than ready to assist you and your company to go to the next level of competition battle field in this globalised world arena. *The question is: "Are you ready?"*

Your partner in enhancing competitiveness,  
**Handito Joewono**  
*President & Chief Strategy Consultant*

# ARRBEY



The 5 Arrows of  
Strategic Development

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## OUR --- Strategy and Marketing Consulting Firm

As a strategy and marketing consulting firm, Arrbey provides professional customized services for companies and organizations, as well as government institutions.

Arrbey services include advising clients on issues of corporate strategy, business strategy, marketing, sales, competitiveness and regional development.

### ARRBEY CONSULTING SERVICES CONSIST OF :

- ◆ Strategic Blueprint Formulation
- ◆ Competitiveness Study
- ◆ Business Research

### STRATEGIC BLUEPRINT FORMULATION

- ◆ Our consultancy process is initiated by synergizing relevant information and identifying client's vision and mission, followed with an in-depth analysis on the corporate internal and external environment and the gap between the company's objective and current performance achievement. This will then tied in with its competitive advantages and the company's potential growth in the future.
- ◆ Based on the initial information gathered, the next steps are : defining company objectives, formulating corporate strategy, designing & developing appropriate programs, and finally, implementing the strategy. All of these formulations are then summarized in a long term corporate strategic blueprint.

### BUSINESS RESEARCH

- ◆ To capture and analyze the past and current corporate business strategy, Arrbey will conduct business research to get a comprehensive understanding about the latest company performance using our '7n1' Competitiveness Indicators.
- ◆ Our Research is customized according to our client's needs. Some of the methods are:
  - Focus Group Discussion
  - In-depth Interview
  - Mystery Shopping
  - Desk Research

### COMPETITIVENESS STUDY

- ◆ Arrbey's consultants will visit the client's headquarter or branch office periodically to ensure that the implementation strategy is conducted well and meet the initial plan. The number of visits will be customized by terms and conditions.
- ◆ On those visits, Arrbey will conduct consultancy forums with the chief or several related executives of the company to discuss about current progress. Our chief strategy consultant - Handito Joewono - will do his best to attend these consultancy forums.
- ◆ Arrbey will study the progress and deliver advices or recommendations to make the implementation program become more effective.

# OUR --- Mission and Business Scope

## Arrbey Mission is:

*"Enhancing competitiveness in global competition by delivering professional consultancy services to create value for our clients as well as our country"*

Founded in 2003, initially the company was focused on training and education services for public as well as in-house training, which main topics focus mainly on marketing, selling, and service. Starting 2009, Arrbey positioned itself as a strategy and marketing consulting firm, specializing on strategic issues in corporate, business, marketing, branding, marketing communication, sales & distribution, and customer relationship & service management.

Arrbey's clients look to answer key questions affecting their near-term and long-term success:

- ◆ How to **understand** their business problems, its objective and the environment?
- ◆ How to **formulate** their strategy to solve the problems and win the competition?
- ◆ How to **go forward** and make their strategy formulation run into reality?
- ◆ How to **accelerate** their strategy implementation faster than others to achieve the goal?
- ◆ How to **optimize** their business with the current strategy?

By doing its best to deliver great value to clients and other stakeholders, Arrbey positioned itself to become a value creation consultant firm for your strategy and marketing needs.

# ARRBEY

# OUR --- Clients and Work

We pride ourselves in providing 'value for many' in all aspects of services. Having a close relationship with each and every one of our clients gives us a better understanding of their needs and conditions, in order to give the ideal solution and exceeds their expectation.

Arrbey's clients include companies and organizations, as well as government institutions, that look forward to enhance their level of competitiveness. Together, Arrbey assists them to face their challenges and offer winning solutions that result the clients' competitive advantage.



## OUR --- Consulting Scopes

### ARE ADVISING AND FORMULATING :

#### ◆ Corporate and Business Strategy

Companies and organizations need to have a commitment and goal to achieve sustainable competitiveness. By using its own original concept of **The 5 Arrows of Corporate and Business Strategy Framework**, Arrbey help clients to develop a long term corporate strategy in order to create clients' exceptional value for their customers.

#### ◆ Marketing Strategy

Understanding customers' behaviour, producing products as expected by customers, and being able to communicate products/services effectively, are important roles for every company and organization. Arrbey personally caters clients to formulate marketing strategy based on Arrbey's own concept of **The 5 Arrows of Marketing Strategy Framework** to achieve "7n1" Competition Objective.

#### ◆ Branding Strategy

Brand is like a "creature" that should be developed continuously. Clients could strengthen their brand by using **The 5 Arrows of Brand Development Framework** which consists of five important phases in brand performance.

#### ◆ Marketing Communication Strategy

Marketing communication is not just an ordinary 'tool' for company or organization to catch customers' awareness and build a positive image, but a 'vehicle' to achieve sustainable competitiveness. By using **The 5 Arrows of Marketing Communication Framework**, Arrbey is also helping clients to design their marketing communication strategy such as how to formulate the right objective, select the right target market & its media, arrange the reasonable budget, and finally evaluate the programs.

#### ◆ Customer Relationship and Service Management

Customer retention has a strategic meaning and plays a more important role from time to time. Every company and organization needs to improve its services and relationship with customers continuously. Arrbey assists clients to manage their strategic accounts by using **The 5 Arrows of CRM and Service Excellent Framework**.

#### ◆ Sales and Distribution Strategy

Good products will be meaningless without sales. Arrbey also facilitates clients to make powerful integrated sales & distribution strategy to boost the sales by using **The 5 Arrows of Sales and Distribution Strategy Framework**.

# OUR \_\_\_\_\_ Affiliated Services

## Strategic Talk with HANDITO JOEWONO

Chief Strategy Consultant Arrbey, Handito Joewono, would share his thoughts in the area of competitiveness, corporate strategy, business strategy, marketing, branding and business management that have been used by so many top business executives and government institutions.



Several topics of Handito's strategic talk are:

### ◆ Corporate Growth Strategy

**Focusing on :** Corporate Competitiveness Audit, Strategy Review, Strategy Formulation, Strategy Implementation, and Strategy Optimizing.

### ◆ Business Competitiveness Strategy

**Focusing on :** Competitiveness Audit, Strategy Development Framework, Resources & Capabilities, and Analysis SWOT .

### ◆ Strategic Marketing

**Focusing on :** Customer Understanding, Market Segmentation & Targeting, Positioning, Marketing Re-Definition, Marketing Communication & Sales Promotion, and Marketing Optimizing.

### ◆ Strategic Branding

**Focusing on :** Brand Research, Brand Building Framework, Brand Name Strategy, Re-Branding, Brand Extension, and Brand Rejuvenation.

### ◆ Strategic Entrepreneurship

**Focusing on :** Business Day Dreaming, Creative Idea, Push The Pedal Principle, Corporate Entrepreneurship, and Business Accelerating

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"7n1" Competition Strategy  
Dikutip dari buku  
"Jangan Sekadar Menang Bersaing", Handito Joewono, 2003

# OUR \_\_\_\_\_ Affiliated Services

## SPLASHH ARRBEY BUSINESS LEARNING

Human resources competency plays a pivotal role in corporate competitiveness. Arrbey works together with clients to empower their human capital so they can implement corporate strategy accordingly. In 2009, Arrbey business learning division is run under the name of Splashh Arrbey which is run by Splashh Learning, Arrbey's sister company, that specialized in organizing business trainings and events.

Splashh Arrbey Learning program is designed as a public and in-house training provider for educating and enhancing participants' knowledge in a comprehensive and 'fun' environment. The learning program is also equipped with experiential learning, case study and sharing discussion for professionals, entrepreneurs, as well as those who want to leverage their business skills and knowledge.

Arrbey delivers learning programs in Selling, Marketing, Service and Strategy areas, which can be customized according to clients' needs. The training modules are developed by Arrbey Knowledge Center and delivered by Certified Arrbey Trainer.

Some main topics from SplashhArrbey business learning are:

### ◆ Basic Selling

Basic knowledge & skills in selling for sales force

**Areas:** *Selling Spirit, Professional Sales Person, Selling Process, Selling Technique.*

### ◆ Branding Management

Applicative program to build a stronger brand and how to communicate it effectively.

**Areas:** *Brand Building Framework, Brand Name Strategy, Brand Evolution.*

### ◆ Business to Business Selling

Applicative program for leveraging B2B selling skills, including tips to overcome barriers that possibly faced by the sales person in doing B2B selling process and how to build loyalty of the Business Customers.

**Areas:** *Professional Selling Skills, Understanding Business Market, Customer Relationship Management.*

### ◆ Negotiation Skills

Applicative program which is designed to build effective negotiation skills to end up with a win-win negotiation.

**Areas:** *Negotiation Objective, Negotiation Principal, Negotiation Technique, and Role Play .*

### ◆ Advocacy Selling

Designed to create tough sales persons so they can deal in high business competition and have strong leadership spirit.

**Areas:** *The New Strategic Selling, Acquisition Selling, Relationship Selling, Reference Selling, Advocacy Selling.*

### ◆ Marketing Management

Applicative program for leveraging marketing concepts and understanding the customers to win the business competition.

**Areas:** *Customer Understanding, Market Segmentation & Targeting, Positioning, Marketing Communication, Marketing Metrics.*

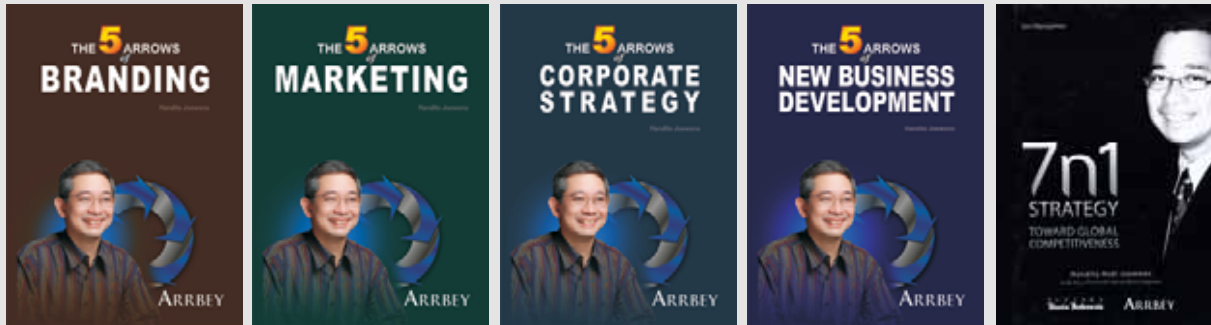
### ◆ Strategic Planning

Applicative program to formulate strategic corporate & business planning, developing strategy and making decision on allocating its resources to meet company objective.

**Areas:** *Strategy Re-definition, Strategy Development Framework, Resources & Capabilities, Finance & Budgeting, and Strategic Control.*



# OUR \_\_\_\_\_ Affiliated Services



## ARRBEY MULTIMEDIA LEARNING

Arrbey Multimedia Learning provides several learning programs using various medias, such as books, Online Learning, TV Programs, DVD & VCD, Articles. The topics of each program discuss about competitiveness, actual strategic management, selling, marketing, services, and many others.

Arrbey has published a number of business management book series in the area of marketing, selling, competitiveness, branding, service excellent, entrepreneurship, etc. The books are written in comprehensive analysis with relevant & actual case study, that is not only easy to read, but easy to understand.

## ARRBEY WHITE PAPER

Arrbey White Paper is Arrbey's independent comprehensive statements, reviews and proposed solutions regarding selected topics in the area of competitiveness. Some topics presented by Arrbey White Paper are:

- ◆ The Competitiveness of Indonesia.
- ◆ Branding of Indonesia.

# ARRBEY

# OUR \_\_\_\_\_ Affiliated Companies & Organizations

SPLASHH

KBIZZ

ONE ENTREPRENEUR | OEC  
CIRCLE



BRANDING  
INDONESIA

ICC | Indonesia  
Competitiveness  
Center

OUR 

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**Business Community**



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